





NO. 34 DECEMBER 2023

WILLIAM M. GAINES FOUNDER

SUZY HUTCHINSON ART DIRECTOR
BERN MENDOZA ASSOCIATE ART DIRECTOR

- Barbie Movie Tie-ins That Never Were, MAD #463, Mar 2006
- Rules for Games the Way They're Really Played, MAD #312, Jul 1992
- 7 A MAD Look at LEGO, MAD #532, Apr 2015
- MADical Mystery Dept., Scrabble Champion Hospitalized After Consonant Vowel Movements
- Teen-Rage Moolah NitWit Turtles! (MAD Movie Parody), MAD #298, Oct 1990
- Things We'd Like New Hello Barbie to Say, MAD #537, Feb 2016
- One Day at the Beach, MAD #120, Jul 1968
- Toys "R" You Catalogue, MAD #285, Mar 1989
- The MAD World of Yo-Yos, Part I: In the Beginning, MAD #379, Mar 1999
- Spy Vs. Spy Vs. Spy, MAD #77, Mar 1963
- The Boy and His Toy, MAD #49, Sep 1959
- A MAD Peek Behind the Scenes at Pee-Wee's Playhouse, MAD #273, Sep 1987
- MAD Celebrity Madballs, MAD #269, Mar 1987
- Juggles the Juggling Juggler Who Juggles, MAD #484, Dec 2007
- MAD Playgrounds That Prepare Kids for Adult Life, MAD #50, Oct 1959
- Unofficial Yo-Yo Tricks Every Kid Knows, MAD #297, Sep 1990
- What to Do with Your Yo-Yo When the Fad Dies, MAD #379, Mar 1999
- The MAD World of Yo-Yos, Part II: An Idea Gone Bad, MAD #379, Mar 1999
- Spy Vs. Spy, MAD #184, Jul 1976
- MAD Visits Corney Island, MAD #36, Dec 1957
- Political Action Figures, MAD #8, Aug 2019
- South Park Toys and Products Coming to a Toy Shelf Near You!, MAD #371, Jul 1998
- Play Pictionary with the MAD Artists, MAD #284, Jan 1989
- Why the Lego Man Was Made for Hollywood, MAD #526, Apr 2014
- The Lighter Side of Toys, MAD #212, Jan 1980
- Barbie's "Dear John" Letter to Ken, MAD #441, May 2004
- MAD's Puzzle Page, MAD #100, Jan 1966

CONTRIBUTING ARTISTS & WRITERS The Usual Gang of Idiots

INSIDE BACK COVER A MAD Fold-In by Johnny Sampson VARIOUS PLACES Drawn Out Dramas by Sergio Aragonés

GOVER ARTIST Kira Shaimanova
GOVER WRITER Paula Sevenbergen

The vintage MAD pieces reprinted in this issue were produced in a time that was less mindful and sensitive to matters of race, gender, sexual identity, religion, and food allergies. The text of these articles is presented mostly unaltered (and with crossed fingers) for historical reference.



Remember the time you played Red Rover with your friends and you got ready to run and break through their locked arms? Remember your surprise when your so-called "friends" held you down and ran off with your shorts? You fool! Games NEVER stick to regulation play! To prepare you for those unexpected developments (sorry, we can't retrieve your shorts), MAD presents...

RULES FOR GAMES THE WAY THEY'RE REALLY PLAYED

BATTLESHIP (for 2-year-olds)

TRIVIAL PURSUIT (for 60-year-olds)



I. Steal game from underneath your brother's bed.



2. Swallow all of the little plastic ships.



3. Go to the hospital to have your stomach pumped.



4. Add up points for each ship the doctor recovers from your stomach.



I. Play the game normally until a guestion comes up about MTV, Nintendo, or Madonna



2. Stop the game and start talking about the good old days before there was any such thing as MTV. Nintendo

FOOTBALL (for 7 to 10-year-olds)



3. Eat a big bowl of fiber and go to bed

5. If you get 10 or more points, you win! **SCRABBLE** (for 8 to 14-year-olds)



I. Make sure that all parents and adults are a safe distance away from the board.



2. Each player grabs a handful of letters.



3. All players take turns trying to spell the most obscene, profane and foul words they can think of.



I. Begin playing in a friendly



2. Continue until one team outscores the other by 50



3. If you are the losing team. begin to play dirty.



4. When a fight breaks out, erase the score.

DODGEBALL (for 8 to 13-year-olds)



1. Have all the popular kids form a circle around all the unpopular kids.



2. Peg all the girls first to get them out of the way.



3. Use the inflatable rubber ball until there is only one boy left in the middle.



4. If he is too fast to be hit with the ball, see if he can dodge sticks and rocks.

5. When the boy quits, or is knocked unconscious, everyone in the circle wins!

HIDE AND SEEK (for 40-year-olds playing with 3-year-olds)



l. Explain the rules to your annoying, hyperactive 3-year-old nephew.



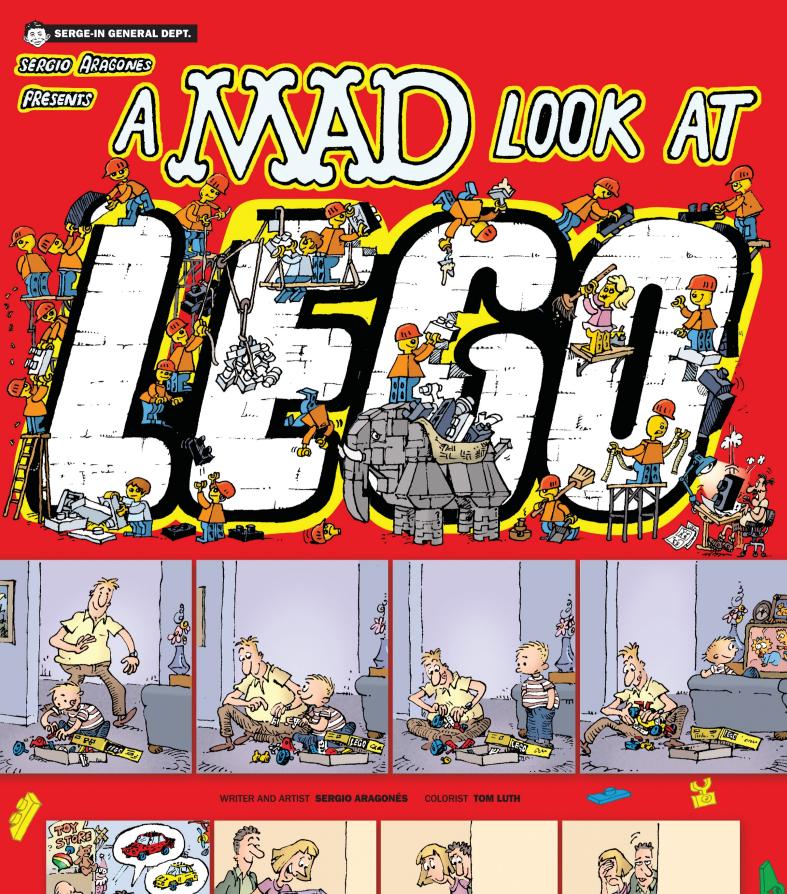
2. Tell him to go hide and not come out till you find him.



3. Go sit in your favorite easy chair and enjoy the silence.



4. Occasionally yell out, "I'm going to get you!" so the little brat stays hidden.



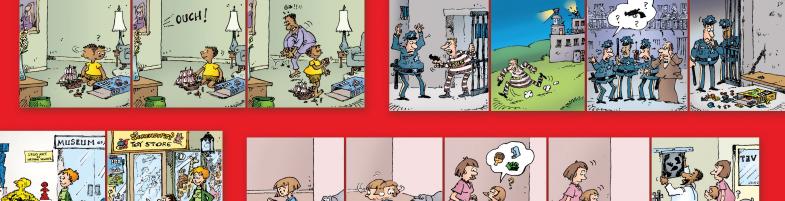








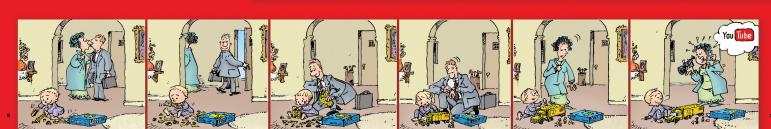






















Well,

my

father

is

father's

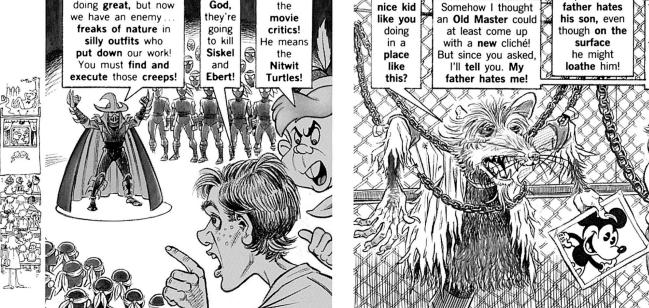
a rat? Let

me show

you a

picture of

MY father!





After almost 60 years, Barbie is finally doing something she's never done before. (No, not providing girls with a healthy body image.) She's speaking! The new "Hello Barbie" is Wi-Fi connected and cloud-based. She's fully interactive and programmed to have back-and-forth conversations with millions of eight-year-old girls (as well as thousands of middle-aged creeps who should be on neighborhood watch lists). So what will come out of her creepily frozen mouth? Hopefully, some of these...

We don't **really know** what happened to **Skipper...**can we **change** the **subject?**

Okay, you didn't hear it from me, but those Bratz whores are riddled with chlamydia!

I have this unexpected accent because our interactive conversation is being rerouted through a processing center in Mumbai.

"Unrealistically skinny"?
You wouldn't eat, either, if you didn't have a rectum!

Guess what? I'm
not the only famous
Barbie! The first
was Klaus Barbie,
the Gestapo
torturer dubbed
"The Butcher of
Lyon" who was
convicted of crimes
against humanity!

THINGS WE'D
LIKE THE NEW

HELLO
BARBIE
TO SAY

I can't **believe** I only get paid 77 cents for every dollar a Buzz Lightyear doll makes!

You can enjoy hundreds of my **pretty accessories...** but only if your parents **love you**.

I only have a 20% range of motion in my arm and leg joints...just like a fifth-year NFL player!

By interacting with Hello Barbie, the child (hereafter the "User") fully consents to the collection, use, sale and/or disclosure of any and all photographs or audio or video recordings (hereafter the "Data") of such interactions. User further agrees that such Data may be shared with or sold to vendors, service providers or other third parties without notification or compensation. User hereby **cedes universal** ownership rights to the Data, which may be packaged into any negotiation, sale of assets, merger, financing or acquisition. This policy is subject to change without notice. I like horses — do



you like horses too?



E DAY AT THE BEACH





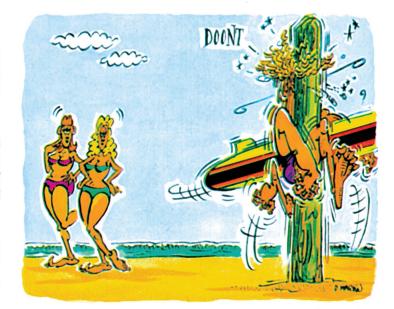
WRITER SERGIO ARAGONÉS













TOYS "A" U

THE WORLD'S GREEDIEST TOY STORE

SIZZING HOGS TOY SZYINGSI OUR PRICES AREN'T AS HIGH AS USUAL!



Sikko
MR. MEATHEAD
Use your favorite cuts of beef, pork and lamb to make clever, funny figures! Ages 1-up.
(Seven AAAAAAA batteries not included)

1099







TOYS'9"U BIG HUGE NO GUARANTEES! TOYS'9"U









Porker Brothers SUPER DELUXE **OPERATION GAME**

You be the doctor! Improved version of this classic skill game uses real human organs. Refrigerator required. Ages Pleistocene-Bronze. (Four F batteries not included)





Ohio Aren't EASY-DOES-IT NO SWEAT JIGSAW PUZZLE

Molded four-piece jigsaw puzzle actually looks like 2,060 pieces! Assembles in 12 seconds. Illustrated instructions make for even easier assemblage. Gives you a false sense of accomplishment! Ages 45-up. (A F LO I I batteries not included)



WRITERS CHARLIE KADAU & JOE RAIOLA ARTIST GEORGE WOODRRIDGE

Plavskull SHIFTY SHELDON THE CORRUPT ACCOUNTANT

Computerized learning tool teaches preschoolers about tax evasion, double ledger entries and embezzling. Ages Conception-burial. (One car battery not included)



SNURF PLAY FIGURES All new collection of those cuddly, adorable Snurfs including Flasher, Pimp, Junkie, Mugger, others. Ages mixed-up. (Four AC/DC batteries not included)







trivia games better than this one! Ages Birth-up. (1/2 D battery not included)

GUMBO GUMBY Obese, unhappy version of everyone's favorite clay figure! Unbendable, Ages 7-up. (Four AA batteries not included)





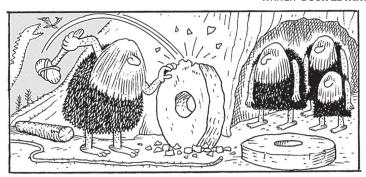


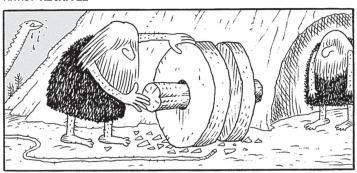
THE MAD WORLD OF YO-YOS

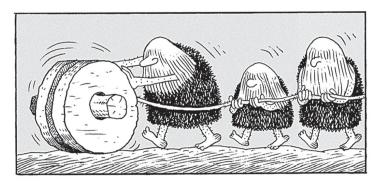
Parí I: In The Beginning

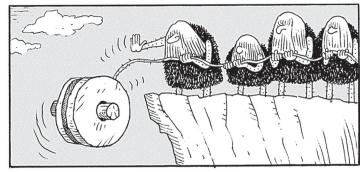
WRITER DUCK EDWING

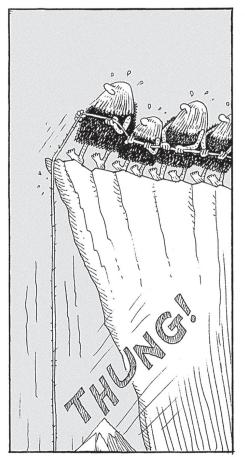
ARTIST AL JAFFE

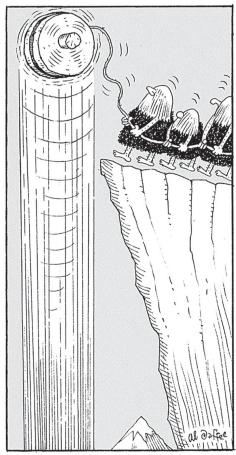




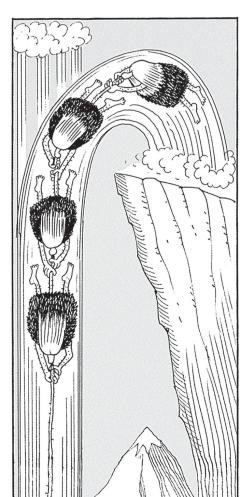


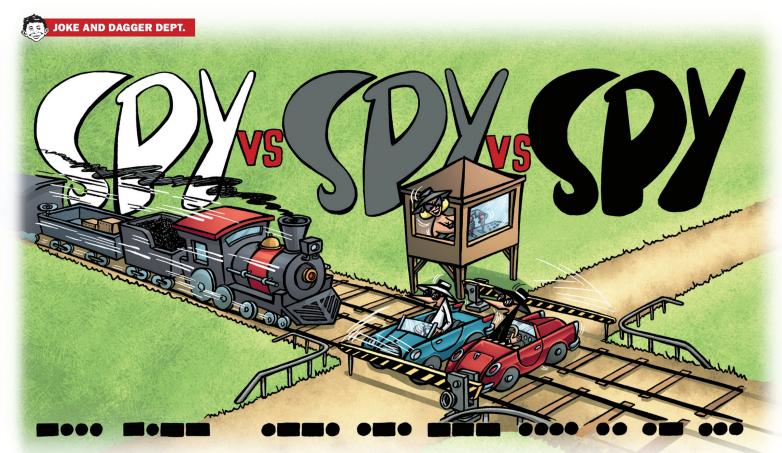
























ORIGINALLY PUBLISHED IN MAD #77, MAR 1963

BEASTIE TOYS DEPT.

MAD's maddest artist, who breaks people up with his zany cartoons, now recalls an incident that really broke him up, mainly the time he foolishly tried playing with...

THE BOY HIS TOY























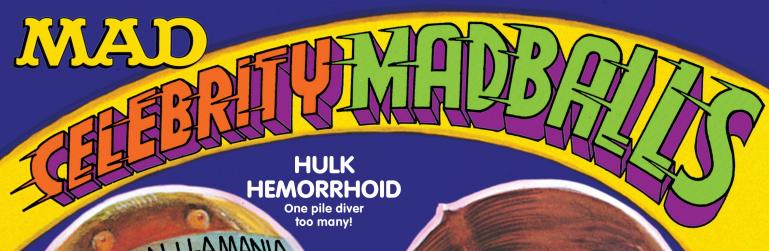












One pile too m

MICHAEL J. ZITS

TV actor goes from hackneyed to acne!

MUDONNA

Like our dirty version? Sean Pig Penn does!



Scored a perfect 20/20 with the gross judges!



VEINY WHITE

This Miss Fortune "wheel" make you filthy wretch!

WRITER **J. PRETE**ARTISTS **HARVEY KURTZMAN & WILL ELDER**









The trouble with kids today is: they get the wrong conception of what life's all about. They think life is all play, and the world is just one big playground. We figure they get this idea from the very playgrounds they play in. Because today's playgrounds are built for fun, and they don't prepare kids for the miserable adult life they face. Therefore, we at MAD have designed the following playground equipment to prepare kids for adult life. Mainly, now they can be just as miserable as we adults are, suffering in . . .



THAT PREPARE KIDS FOR ADULT LIFE

WRITER & ARTIST DAVE BERG

along without any visible

THE LADDERS

OF IMPOSSIBILITY

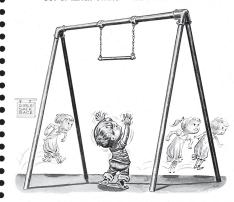
SHOWY Teaches kids the art PYRAMID of "Social Climbing".



THE SOCIALLY ACCEPTABLE Prepares kids to be MERRY-GO-ROUND good conformists.



THE CONSTANTLY Teaches kids to face **OUT-OF-REACH SWING** life's frustrations.



THE TANK OF SURVIVAL

Teaches kids how to keep their heads above water.







THE LADDER OF UNREALITY

Prepares kids for living way beyond their means.



THE BUSINESS Trains kids for TREADMILL the old rat-race.



Gets kids into condition for



THE STAIRWAY TO SUCCESS

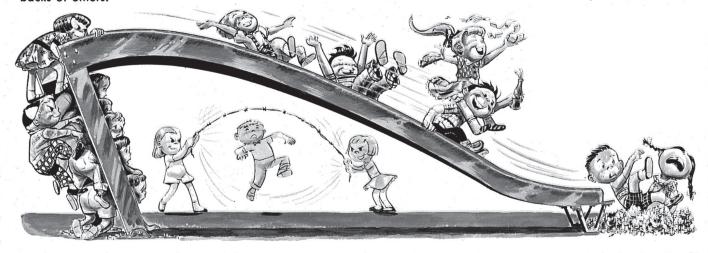
Trains kids to get to the top over the backs of others.

THE SLIDE OF FAILURE

Shows kids that the way down is fast and easy.

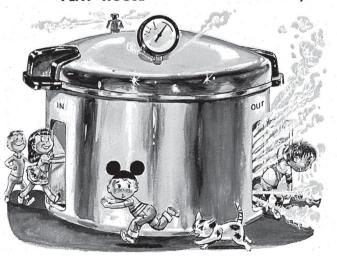
THE NET

Teaches kids that, though life may look like a bed of roses, it's really full of thorns.

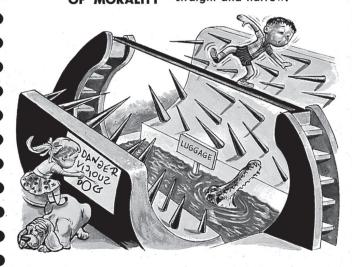


THE STEAMER PLAY HOUSE

Prepares kids for today's "Pressure Cooker" society.



THE BAR Trains kids to walk the OF MORALITY straight and narrow.

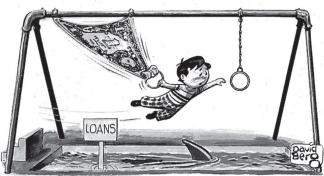


THE LIVE-FOR-TODAY Teaches kids to have fun before time runs out.



THE RINGS Tead

Teaches kids the art of stretching the dollar.



ORIGINALLY PUBLISHED IN MAD #50, OCT 1959



When you need to know about Yo-Yo tricks, you should come to the Yo-Yos here at MAD! We are the official keeper of the list of...

UNOFFICIAL Y -Y TRICKS EVERY KID KNOWS

WRITER DAN BIRTCHER ARTIST PAUL COKER JR.



PLUMBING THE DEPTHS



BUMPS IN THE NIGHT



TEASING THE BEAST-THING



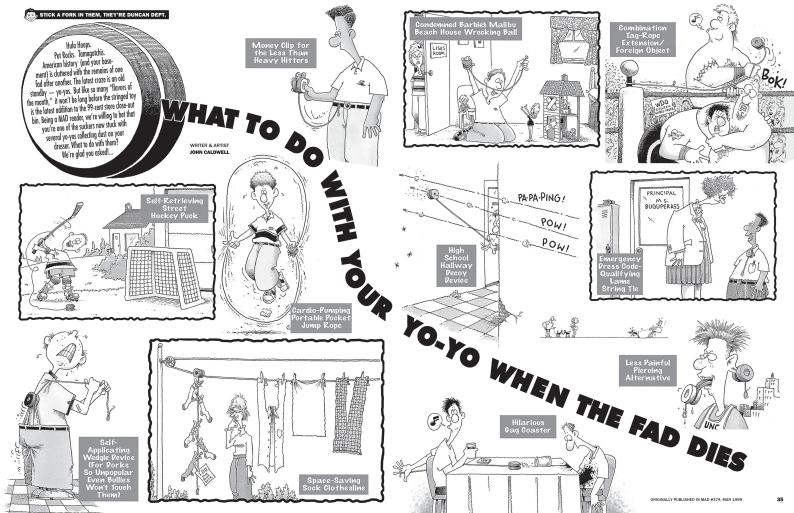
FLIRTING WITH DEATH



SYMPHONY FOR DRYER



CONFUSING THE DRUNK





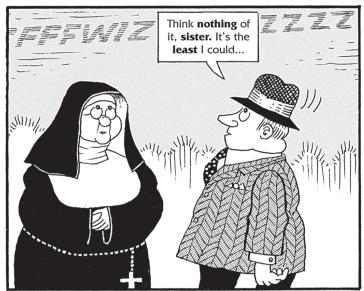
THE MAD WORLD OF YO-YOS

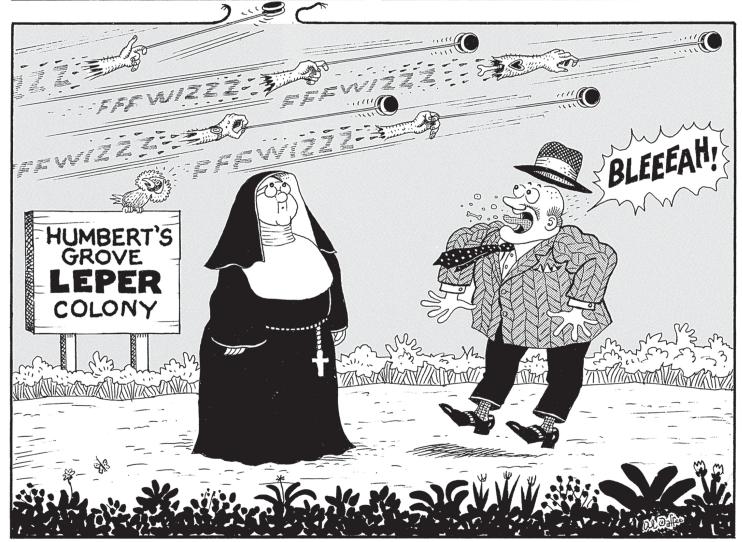
Parí II: An Idea Gone Bad

WRITER DUCK EDWING ARTIS











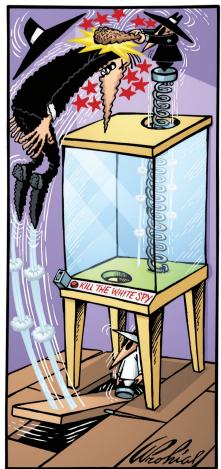












WRITER & ARTIST ANTONIO PROHIAS

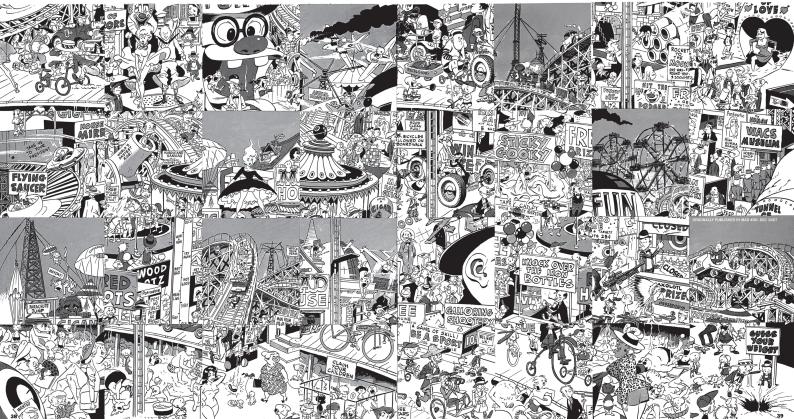


This past summer we sent MAD artist, Wally Wood, on a well-deserved vacation. But being a MAD artist, Wally just couldn't keep away from the drawing board. So every day, we received a post card with a sketch like the one at left. Wally insisted that if we'd put 'em all together, they'd make one big panoramic view of the place where he spent his vacation. So we put 'em all together, and got results printed below. Now Wally tells us we had to put 'em together in the right order, like a picture puzzlel So if you're interested, you can cut out and reassemble Wally Wood's post card sketches in the right order. When you do, you'll have a panoramic pictorial report entitled:

CONFUSEMENT PARK DEPT.

MAD VISITS CORNY ISLAND

WRITER & ARTIST WALLY WOOD



POLTTICAL

When the current news cycle feels like something out of a terrible blockbuster movie, isn't it high time political figures get their own action figures? Say no more! These governmentissued tous will leave children angru and confused, staging their own filibusters and vicious partisan clapbacks. Prepare to fulfill your civic duty by buying some brand new...

Mitch McConnell is...

US SINEGUER

Dip your toe into

home: Kentucky's second-most haunted bog!

-FEATURING-

skin-sloughing action, repugnant smell, and glowing black heart.

Kamala Harris is...



TINY JEFF SESSIONS!

FEATURES: SWAGGER-BUSTING" questions, and a piercing gaze that renders other gures paralyzed with FEAR! INCLUDES:



Hailing from the old maple tree just beyond the bramble thicket, **Bernie Sanders is...**

Though not technically an "action figure," this well-worn fan favorite was one of the most popular items in previous years and was recently retired from production. But due to overstock, it's back

> Includes the **BEST** of

on shelves! INTENTIONS! Sarah Huckabee Sanders is...



Teflon-coated for difficult handling, SWAMPMOUTH includes: SMUG-SHRUG ACTION"

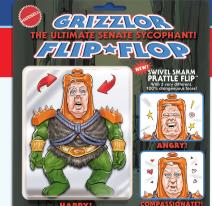
a companion snake with duplicate visage, and over 20 unique phrases to dodge any reasonable question! NOTE: Included outfits and accessories were all made in China, but don't tell anubodu.



KEEP UP! The all-new PRINCESS POWERSTAR comes with the most progressive

features, most relevant accessories, and is already every kid's favorite!

INCLUDES: Scathing & Insightful SOCIAL MEDIA POSTING ACTION™! Lindseu Graham is...



Good guy? Bad guy? It's fun to guess!

GRIZZLOR'S FAIR-WEATHER LOYALTY™ feature changes affiliation depending on the outcome of each battle, using an internal computer chip to haphazardly assume the beliefs of other nearby action figures!

Alexandria Ocasio-Cortez is...



OH MY GOD! THEY SOLD KENNY! DEPT.

able subscribers, animation fans and fart joke lovers garee: "South Park" is the hottest show to hit the air in years. It's already Comedy Central's top-rated program EVER! (Of course, to do that, it only had to beat 1996's "Paul Rodriguez" Presents: The Best of the Chuckle Hut.") Anyway, it's obvious that the powers-that-be won't rest until they've squeezed every profitable drop out of the series. They've already act more products out for you to buy than "South Park" episodes for you to watch! But will the greedheads stop at stickers, T-shirts, greeting cards, calendars, posters, caps? (Does Cartman share his Cheesy Poofs?) Comin' at you faster than Mecha-Leonard Maltin, it's...

SOUTH

Coming to a Shelf Near You!

STAN'S SILLY STRING DISPENSER

Relive your first tentative, tender experience of romantically-induced projectile vomit, with this Stan Marsh-shaped can of Silly String! Press the nozzle in Stan's head, and BLUGGGGHHH!!! The way to a Stan's heart is through his stomach, and vou'll be spewing chunks o' love for up to 25 feet! (Also available: Kenny's Explosive

Diarrhea

Silly String

Dispenser!)



JIU-JITSU JESUS

Smite thine enemies with these loving, but paralyzing, action toys! Busted are the meek, as you deliver unto the Beast-master a good ass-whipping. Kiss your other cheek goodbye! He's back... and He's pissed! (Opponents Santa Claws and Stretch Satan sold separately.)



THE KENNY McCORMICK SPEAK & SAY

Younasters learning rudimentary language skills often need an extra boost. And since kids love to emulate their TV heroes, what better way to teach the basics of communication than with this educational toy? Watch your child imitate the spinning head of Kenny as it stops and says, "Mmmrrrphh." "Rrrmmrrr rrmmmll," or "Fmmmrrrr wwrrmmmfff." Language can inspire and persuade, but it's never as powerful as when it's used to confuse and exclude. Your kids will say a bia "thank you!" (At least, that first word MIGHT be "thank"!)

ODDBALL CELEBRITY CAMEO COLORFORMS

Leave the endless superstar wisecracks to the late-night talk shows. "South Park" goes after those hard-to-locate (or even recognize) targets, like Philip Glass, Patrick Duffy and Ting Yothers, Now you can join the esoteric excitement with these Oddball Celebrity Cameo Colorforms, Comes with all your, um, favorites!



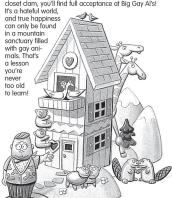
WRITER DESMOND DEVLIN ARTIST SCOTT BRICHER

MR. HANKEY HIGHLIGHTER

Perfect for the student in your life. Avoid the inky, unnatural fumes caused by the usual vellow markers with Mr. Hankey's natural fumes! Cramming for finals is always a tight squeeze, but with help from the Christmas Poo, it'll all come out right in the end. Why settle for a #2 pencil when you can have actual #2? And what a surprise for the next student who opens that schoolbook! The Mr. Hankey Highlighter makes a great stocking stuffer - hidey-ho, ho. ho! the day of the first working week only only that notes thus so very the the boars thinking about temples A GROLAT CHAR REAGES CHARA SO VERY COST STREET, COST STRE

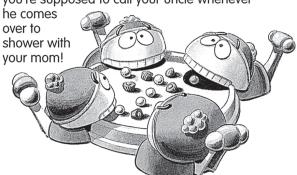
BIG GAY AL'S BIG GAY ANIMAL SANCTUARY ACTION PLAYHOUSE

Barbie and Ken's Malibu Dreamhouse just a little too stodgy? Dump the convertible, the swimming cabana and the 2.3 kids and move on up to the wildlife side! Whether you're a homo hippo, queer quail, or even a closet clam, you'll find full acceptance at Bia Gay Al's!



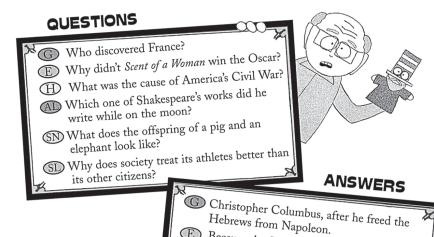
HUNGRY HUNGRY CARTMANS

 $rac{1}{4}$ ou've gotta keep your fingers movin' and your mouth a-flappin' in this fast-moving battle of reflexes and unpleasant gluttony! Scarf up more Cheesy Poofs and Snacky Cakes than your dildo opponents, and you kick ass! Totally! But let those hippies take what's rightfully yours, and all your barelyconcealed feelings of worthlessness will spring to the surface. Play it with your friends, or with that hairy park ranger who you're supposed to call your uncle whenever



TRIVIAL PURSUIT: THE MR. GARRISON EDITION

1 V. history, sports, music – it's all so laughably easy when the answers make empirical sense! But for those who want a real challenge, try the Mr. Garrison edition of the popular board game, featuring facts that exist only in the twisted, tormented mind of South Park's sickest educator. To keep up with his aberrant theories, you need to be just a little bit more than a trivia whiz – you need to be a functional lunatic! And remember, there are no stupid questions...only stupid people!



COMEDY CENTRAL SCRABBLE

 $oldsymbol{\mathbb{L}}$ ike the classic Parker Brothers game on which it's based, Comedy Central Scrabble players combine luck and knowledge to form words and amass points. But since this is basic cable, this version includes a mere 75 letter tiles and over 300 blank ones so that your barely-bleeped words can be legally played! There's even one special umlaut tile so you can curse in Swedish! Fun for the whole f**king foul-mouthed family!





E Because the Mafia controls Hollywood

(SN) That's not really important for you to know.

with a big fist.

The original pilot for Blossom.

SD Because they're better people.

(H) Gay Mexicans.

COOKIN' RUMPLESCRUMPTIOUS RECIPES WITH CHEF VIDEO

he taste of the school cafeteria in the comfort of home? Sounds too good to be true! But with this handy tape, you can enjoy somewhat flavorful sensations like Vegetable Medley or Salisbury Steak Casserole, just by following Chef's very private step-by-step instructions. Eat up, children! Here's Chef preparing one lip-smacking sample:

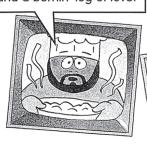
Okay, folks, next up is my famous Oyster Pot Pie in Love Gravy! This recipe serves two - or three, if you can swing it! You'll need: a dozen oysters, a chilled bottle of '97 chablis and a burnin' log of love!

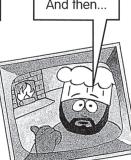
First, take the phone off the hook! Then, you heat the fireplace to 450 sweet degrees! And then...

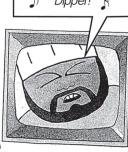
I'm gonna bend you over the hibachi And then undo your zipper! You'll be Joanie to my love Chachi! Blast off to my Big Dipper!

But it's my meat *thermometer* That will really nake you squeeeeal! And when I add some spices You'll know tonight is real!

Oh yeah, love, A Love Gravy! I'm sayin' love, Love Gravy! Love, love, love gravy, yeah, Sweet mama, love gravy, give it, Give it, ugghh...

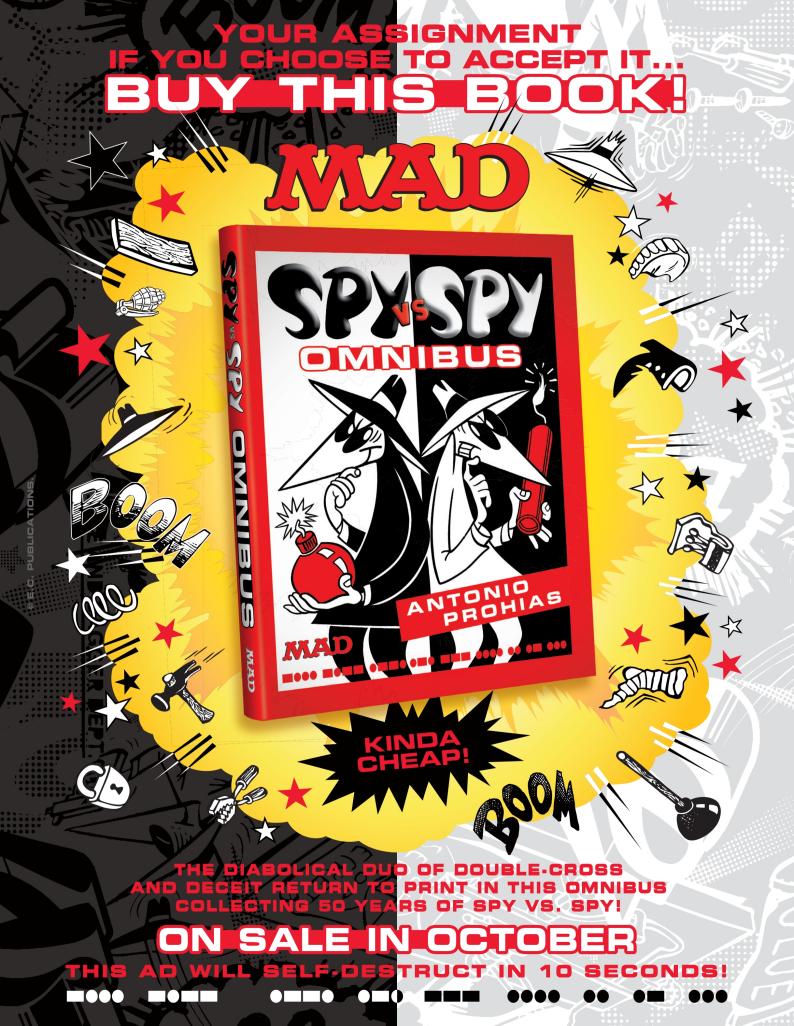












There's a popular board game called "Pictonary" A rip-off of TV's "Win, Lose or Draw" (which is a rip-off of the old parlor game "Charades"), a player has 60 seconds to draw something while his teammates try to guess what it is. Anyway, We got to wondering what it would be like to play "Pictionary" with some of MAD's so-called "artists" and see how they stack up against a 60 second stopwatch! Okay, so it's not such a great idea! But we're stuck with it! Here's...

THE RULES: Each MAD artist was sent a sealed list of things to draw. They had five seconds to think about, and 60 seconds to draw, each item listed. No words or symbols could be used.

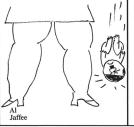
PLAY PICTIONARY WITH THE MAD ARTISTS

















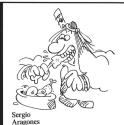










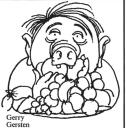




Clarke



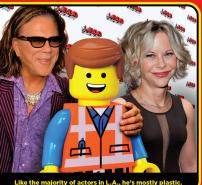








Why the LEGO MAN Was Made for HOLLYHOOD





His lack of genitalia will give the tabloids plenty of fodder.



WRITER MIKE MORSE ARTIST SCOTT BRICHER

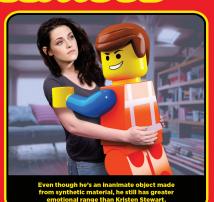


He's better than Daniel Day-Lewis at "becoming" his character.



He won't have a problem sitting during all the lame talk-show

there with a painted-on smile interviews he'll have to do.







He'll be able to build an amazing Beverly Hills mansion for about 150 bucks.



Wow! What a snazzy car! The dashboard looks like a jumbo jet cockpit!

It's my "play thing"! I've been working on it for a vear! It has every kind of gadget!

CB Radio, Police Radio, Car Phone,

Cassette Player, Blaupunkt AM-FM Quadraphonic Stereo Set, Cassette Player, Television Set, Computer Map, Radar Detector, Portable Bar, Cruise Control, Automatic Dimmer, Vibrating Carpet, Light Sensor. . .



Wowwee!! You gotta take me for a ride in this beauty!!



There's no room for

BERG'S EYE VIEW DEPT.

SIDE OF... SIDE OF... THE LIGHTER WRITER & ARTIST DAVE BERG

Roller skates have sure changed since I was a kid! They used to have small metal wheels that always wore out . . . and we had to use skate keys to clamp the



Today, they're attached to colorful high shoes with racing stripes! They have double-cushioned chassis for a smoother ride, large plastic wheels with sealed bearings for longer wear. and built-in toe-stoppers for full-control braking!















Listen, kid . . . I

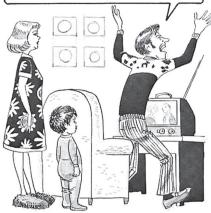
think you ought to



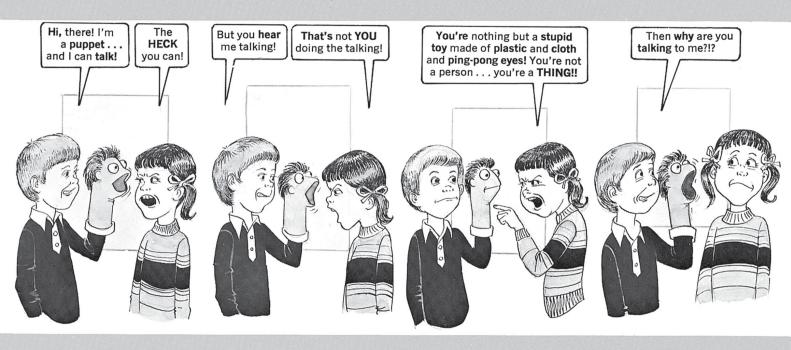


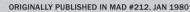


WHY ME? Alla time, me! Here I am in a nice comfortable chair, watching my favorite show, and have to get up and schlep a Teddy Bear! Why does he have to be so darn insecure? When he grows up, will he STILL be sleeping with his stupid Teddy Bear?











When Ken and Barbie decided to call it quits, it shattered the hearts of millions of devoted fans (notice we said "devoted" and not "particularly bright"). But most painful of all, no real explanation was given. However, while rooting through the dumpster behind Barbie's Dreamhouse (as is our custom on a Friday night), we discovered...

BARDIE'S DEAR JOHN LETTER TO KEN

From the Desk of Dear Ken,

It's over. After 43 years of waiting for you to commit, I realized I wasn't getting any younger. Of course, I'm not getting any older, either. But I still think we need to see other dolls and action figures. It's time to play the field.

Since we started dating, I've been a fashion designer, an astronaut, an animal doctor, a rock singer, an actress, a painter, a firefighter, a paleontologist, a pilot, a Marine, a lifeguard, a ballerina, a dentist, a stewardess, a sales clerk, and a candidate for President. What have you ever done?!?

Being a plastic boy Toy is no way to spend a life, Ken. It's Time for you to get real.

I still remember the night I came home early to our hot tub and bathworks playset, and found you There, naked, with G.I. Joe. You said it was innocent, That you'd only stripped off each other's clothes because a kid drew all over-Them in purple magic marker. And I Took a chance and believed you. After all, neither one of you have a shween. But I had doubts.

Then, after I found a pair of raggedy panties inside the glove compartment of your fun time convertible, I had some major life decisions To make. Decisions even harder Than "strawberry lip gloss or neon?"

And I came to realize that I have some self-esteem issues. I'm famous, I'm rich, I'm an icon, and still I can't get a marriage proposal out of you after 40 years. Who do you think I am? Oprah? A girl can only stare at her disco lamp, her slide 'n splash pool, her karaoke kit with carrying case, and her other 43,000 possessions for so long.

We've grown apart. You've always Treated me like I'm some kind of interchangeable bimbo, as if there are a billion other dolls out there just like me. Haven'T I always maintained my 49-6-28 figure? Or am I just some kind of hollow plaything? How I've longed to hear those three little words from you, Ken, and I don't mean "no assembly required."

I need some shelf space. I feel like I'm suffocating inside a small cardboard box. I'm in pain, Ken, and not just from holding the same blank expression since 1961. I still have fake feelings for you. My love once burned as brightly as the 3-watt bulb in my oven. This breakup doesn't have to be forever. After we've had some Time to Think, after we've discovered where our lives are headed, and especially after the marketing department of Mattel milks the everloving piss out of This, we'll get back Together. Probably just in Time for the holiday season.

Party on, Barbie

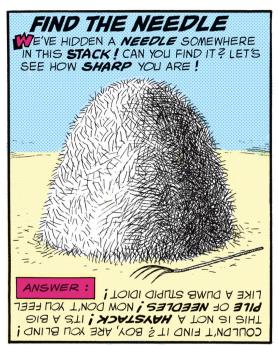
WRITER DESMOND DEVLIN

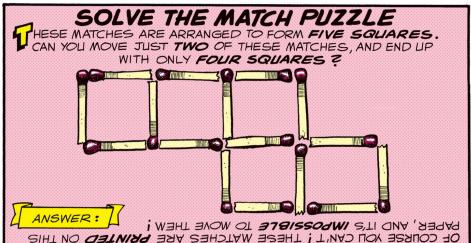
ONE REASON THIS FEATURE WAS CREATED IS BECAUSE *MAD* READERS ARE BRILLIANT, INTELLIGENT YOUNG PEOPLE WHO MIGHT ENJOY SOMETHING CHALLENGING LIKE THIS. ANOTHER REASON IS THAT THEY ARE ALSO LAZY SLOBS, AND DOING THESE PUZZLES IS ABOUT AS EASY AS WATCHING *TV* ALL DAY!



WRITER & ARTIST AL JAFFEE



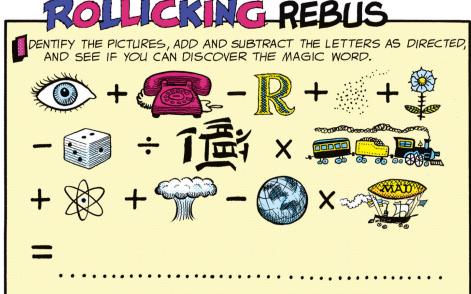






TARE AT THIS BLACK SPOT FOR SIX HOURS WITHOUT BLINKING. THEN TRY TO LOOK UP THE NAME AND THE NUMBER OF A GOOD EYE DOCTOR IN THE PHONE BOOK. YOU WON'T BE ABLE TO DO IT, BECAUSE EVERYWHERE YOU LOOK YOU'LL SEE BLACK SPOTS. YOU MAY ALSO SEE DOUBLE. THIS IS CALLED AN "OPTICAL ILLUSION". AFTER YOU HAVE HAD ENOUGH OF THIS FUN, GET SOME FRIEND TO CALL AN EYE DOCTOR FOR YOU. OTHERWISE, YOU MAY WIND UP WITH

EXCERPT ORIGINALLY PUBLISHED IN MAD #100, JAN 1966



IF YOUR ANSWER IS "ANTIDISESTABLISHMENTARIANISM", BETTER CHECK YOUR ARITHMETIC. IF YOUR ANSWER IS "BRTXNTLBE", YOU MADE THE STUPID MISTAKE OF IDENTIFYING THE LITTLE DOTS IN PICTURE FOUR AS "ANTS", WHICH THEY ARE NOT. ACTUALLY, THEY'RE JUST LITTLE DOTS. AND IF YOU SKIPPED DOING THIS PUZZLE ENTIRELY, YOU SHOWED RARE INTELLIGENCE.

ADMINISTRATION

THIS EYE TRICK PERMANENTLY!

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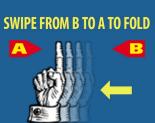
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MAD FOLD-IN

Love her or hate her, Barbie's impact on the world is undeniable. And with the recent success of her movie, big studios are securing the rights to other beloved brand names from our youth. However, there is one prominent character whose career has no chance of being resurrected. To see who that is, fold page in as shown.



THE KOOL AID MAN MOVIE! THE FRANKEN BERRY MOVIE HEAD HONCHO MAJOR MOTION PICTURES LTD

MAJOR FILM STUDIOS ARE JUMPING WITH JOY. THE HUGE SUCCESS OF THE BARBIE MOVIE CAME AS NO SURPRISE AS PEOPLE SEEM TO REVEL IN NOSTALGIA. OTHER ICONS ARE SURE TO HIT THE BIG SCREEN—JUST NOT THIS ONE.



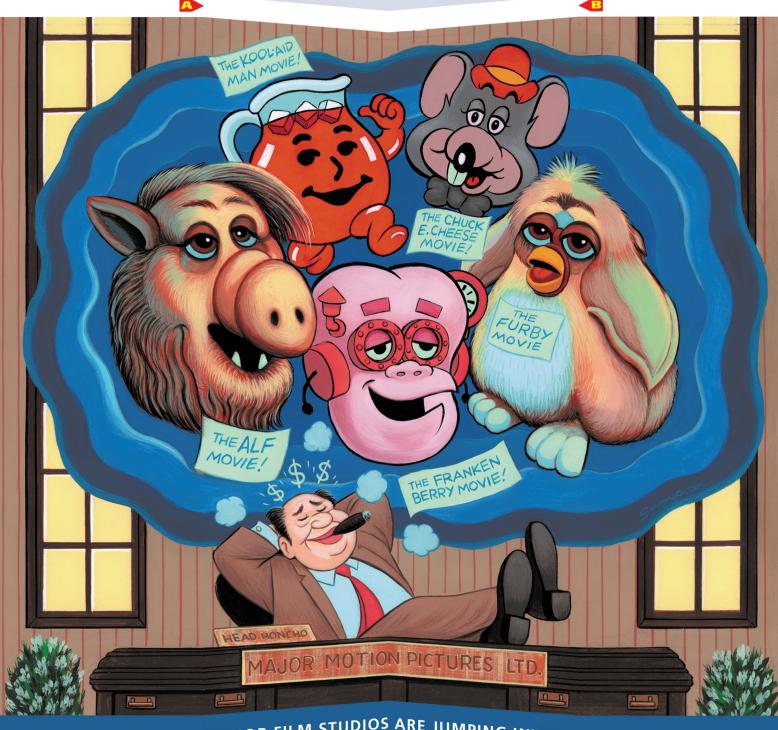


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SWIPE FROM B TO A TO FOLD





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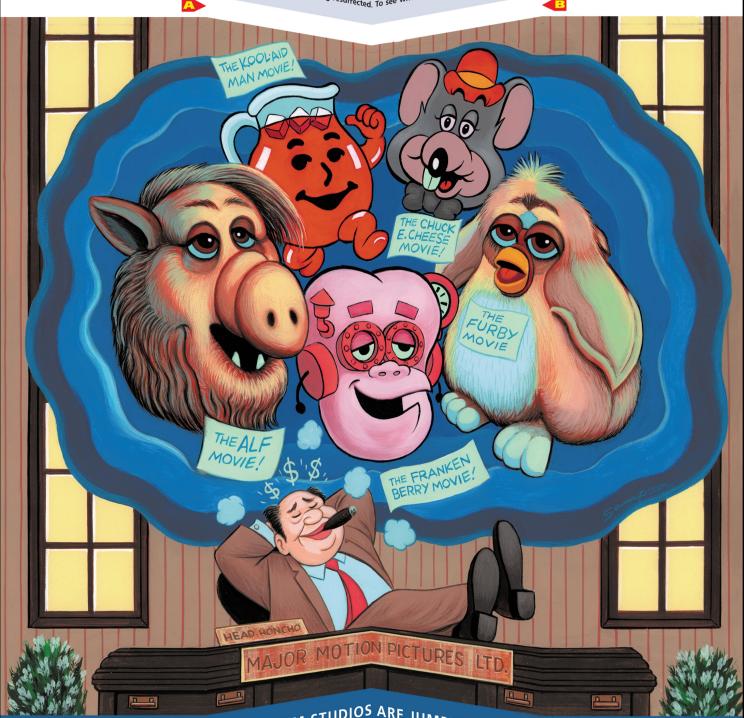






SWIPE FROM B TO A TO FOLD





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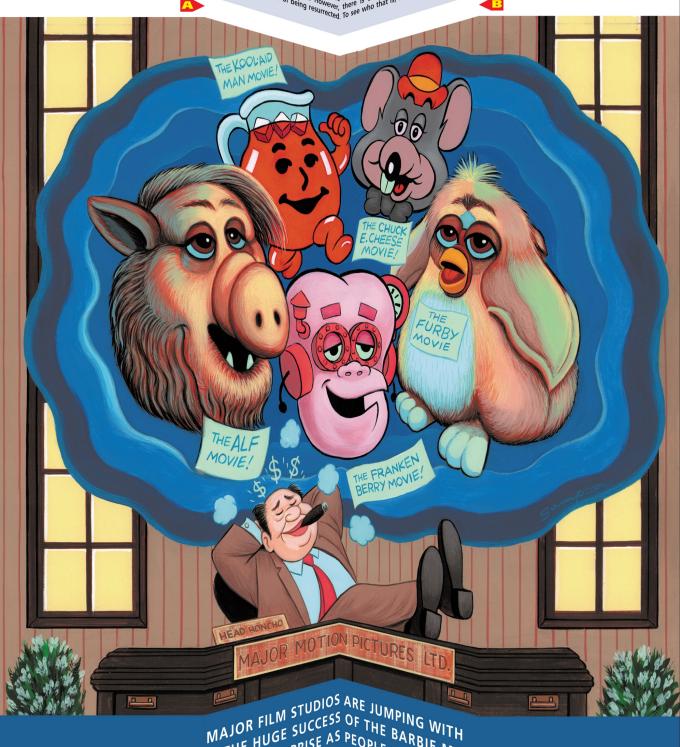






SWIPE FROM B TO A TO FOLD





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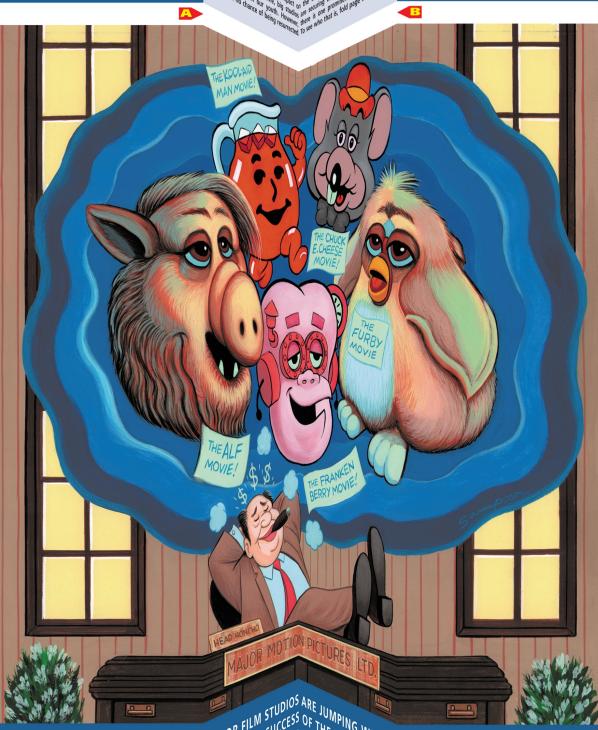
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CAME AS NO SURPRISE ARTIST JOHNNY SAMPSON

HIT THE BIG SCREEN JUST NOT THIS ONE.





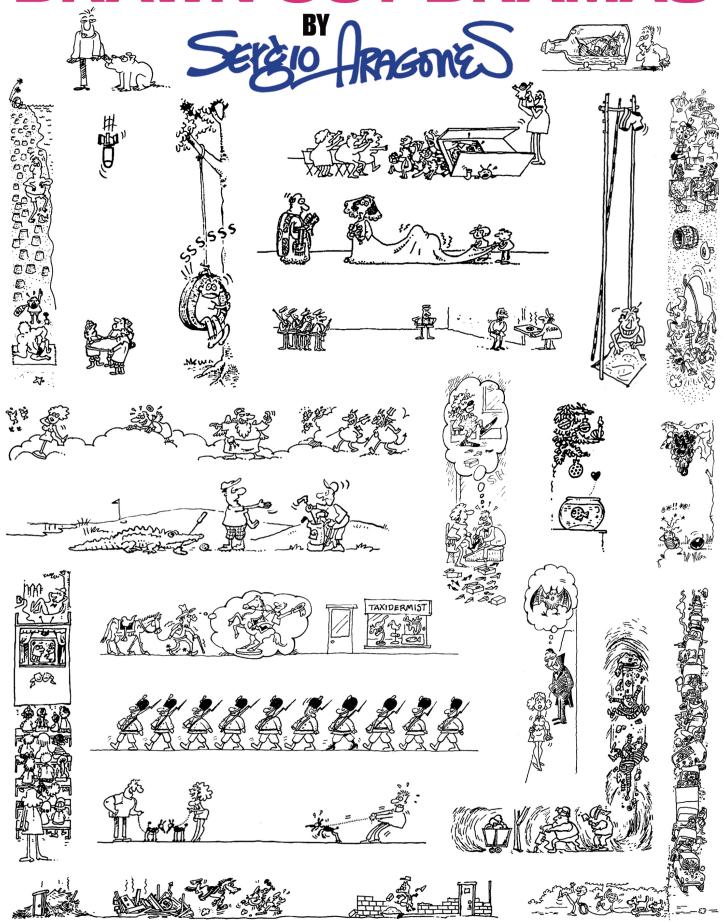


JOE CAMEL



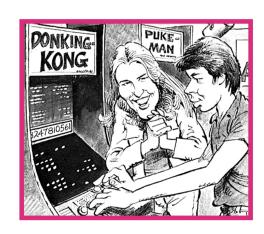


DRAWN OUT DRAMAS

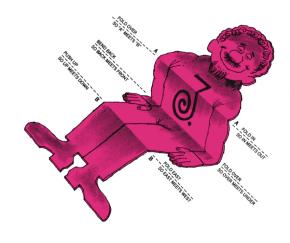


DIGITAL EDITION BONUS MATERIAL!

Shall we play ANOTHER game? Though this computer game was pointless, the parody of *War Games*, that was in MAD #244, January 1984, is even more so! Do NOT hit that RED button!



And speaking of big BANG theories, you'll surely see some stars (and bones) explode in Al Jaffee's Fold-in from MAD #189, March 1977.





MISSILE COMMAND—BEZERK-KABOOMI DEPT. MISSILE COMMAND—BEZERK-KABOOMI D MISSILE COMMAND—BEZERK—KABOOM! DEPT

Attention, visitors! Here at "NO-RED." our nation plans its nuclear strategy and tracks Soviet missile activity! In short... the very existence of the Free World is in the hands of these expert technicians!

the Russians have deployed twenty ICBM's!

Sir...ten more Soviet atomic submarines with missile launchers are now in the Pacific!

OUR CONGRATULATIONS TO COL. AND MRS. SIDNEY MURGATROYD ON THEIR EIGHTEENTH WEDDING ANNIVERSARY BIG NO-RED WELCOME TO ALL THE MEMBERS OF THE MOLINE, ILL, ELKS

I told you a million times! Don't ever hire a technician who worked a Computerized Scoreboard at a baseball park!

Response'

We call this WOPPER"! It stands for "War Operations Prompt Planning & Emergency Retaliation"!

We call this one "WIPPER" It stands for 'World Inter-Planetary Projectile Emergency

what do you call THAT room?

call that 'WHOOPIE" And what does

WHOOPIE once in a stand for? while!!

Just what it sounds like! Hev. we gotta have SOME relaxation

idea why we're so far behind those Commies in mis sile technology?

Do you have any

Nyet! Beats

me, Comrade!

are the chances of some computer operator on the outside connecting into our system and possibly start ing World War III?

McKidtricks, what

About one in a billion. General, and he'd have to be a brilliant

Nobel Prize Scientist!!

God!

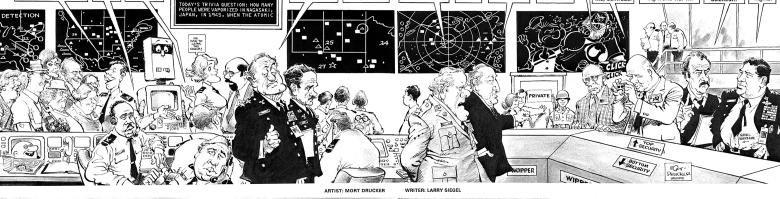
Now

can

all

sleep

nights!



WOW!! What a SCORE!! What are the chances of anybody getting a score like that, Mavin?

DONKING

About

one

in a

billion!

parents are away today! room and fool around?!?

Hey, listen, Juniper! My How about we go up to my



Remember back a few years ago... when fooling around for teenagers was-vecchkissing, and grabbing, and making out, instead of this?!

Okay, what do you want the computer to do for us

See if you can program it to rip off our clothes and take us back to 1980!

ieval Plumbing"

Look! I dialed into the High School Computer System... and I gave us both "A's" in "Med

Are you crazy?!? We don't take courses in "Medieval Plumbing"!!

You're right!! better change them to "B's"! Otherwise... someone is liable to get suspicious!!

HIGH SCHOOL KEY WORD MEDIEV PLUMBI

> MAVIN JUNIPE

wait a minute! I just broke into a strange compute

system!

Hello! My name is Josher! I was programmed by Prof. Falcon, who once worked for NO-RED! Say, you have a very pretty girl friend! mm

And you're quite clever... for an inanimate object! Now, we can either play "Chess"... or Nuclear War"! What would you like to

to rip off your girl friend's clothes and take her back to 1980 He's a lot

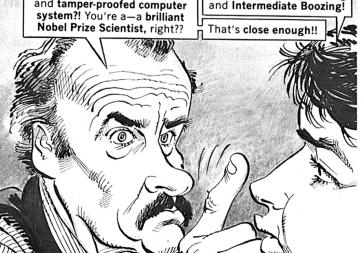
First, I'd like

more "animate" than YOU are











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WHAT'S THE BEST THING TO USE TO SEE STARS?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Interest in Astronomy has grown immensely in recent years. But one new device has helped a lot of people see stars that they never knew existed. To find out what that new device is, fold in the page as shown:





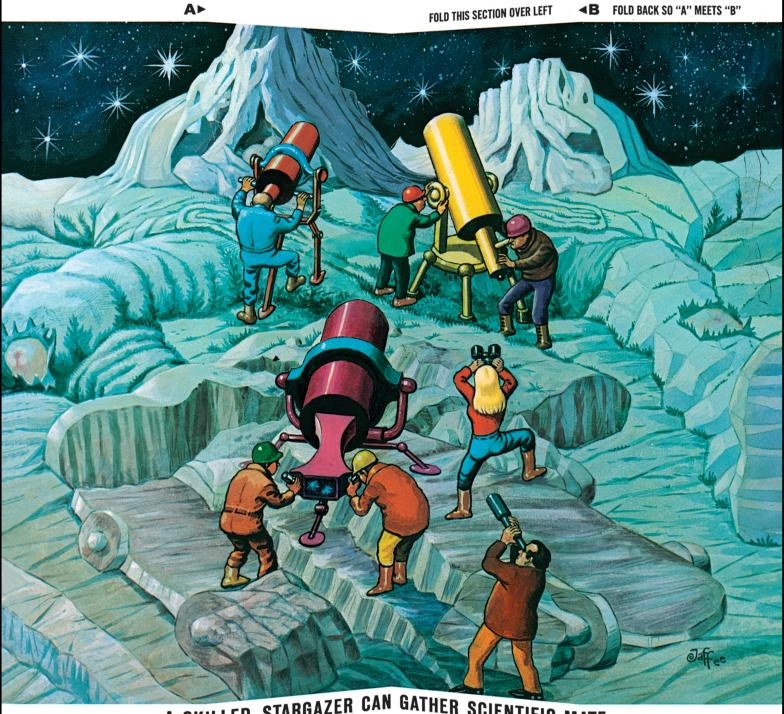
A SKILLED STARGAZER CAN GATHER SCIENTIFIC MATE-RIAL ONLY WHEN HE'S PROPERLY EQUIPPED. BOUNDLESS PATIENCE ALSO HELPS IN THIS REGARD.

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

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FOLD BACK SO "A" MEETS "B"



A SKILLED STARGAZER CAN GATHER SCIENTIFIC MATE-RIAL ONLY WHEN HE'S PROPERLY EQUIPPED. BOUNDLESS PATIENCE ALSO HELPS IN THIS REGARD. WRITER & ARTIST AL JAFFEE

AF

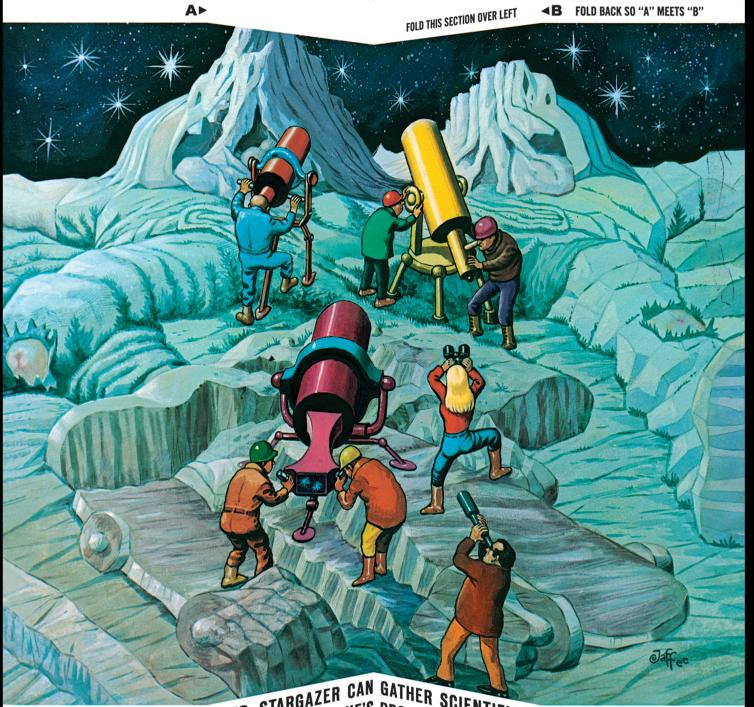
WHAT'S THE BEST THING TO USE TO SEE STARS?

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A SKILLED STARGAZER CAN GATHER SCIENTIFIC MATE-RIAL ONLY WHEN HE'S PROPERLY EQUIPPED. RIAL ONLY WHEN HE'S PROPERLY EQUIPPED. BOUNDLESS PATIENCE ALSO HELPS IN THIS REGARD.

A► **4**B

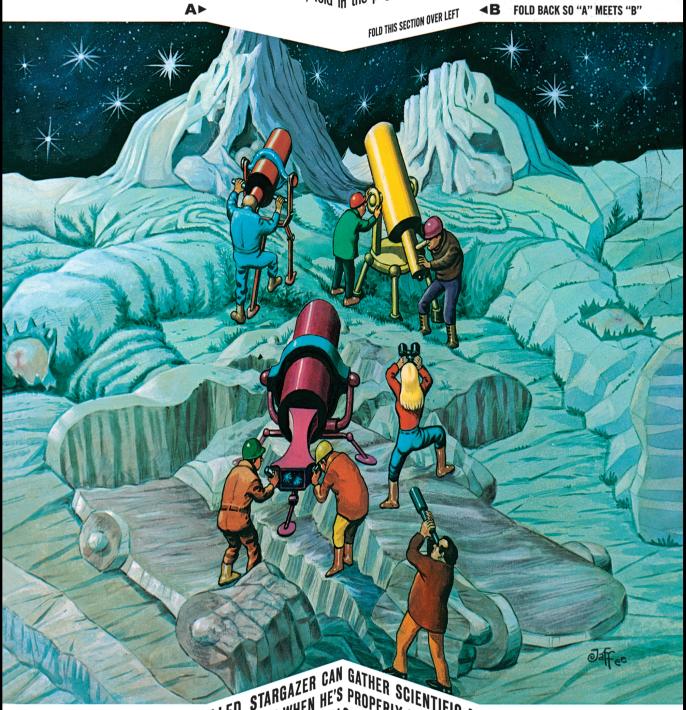
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FOLD PAGE OVER LIKE THIS!

FOLD BACK SO "A" MEETS "B"



A SKILLED STARGAZER CAN GATHER SCIENTIFIC MATE-RIAL ONLY WHEN HE'S PROPERLY EQUIPPED. RIAL PATIENCE ALSO HELPS IN THIS REGARD.

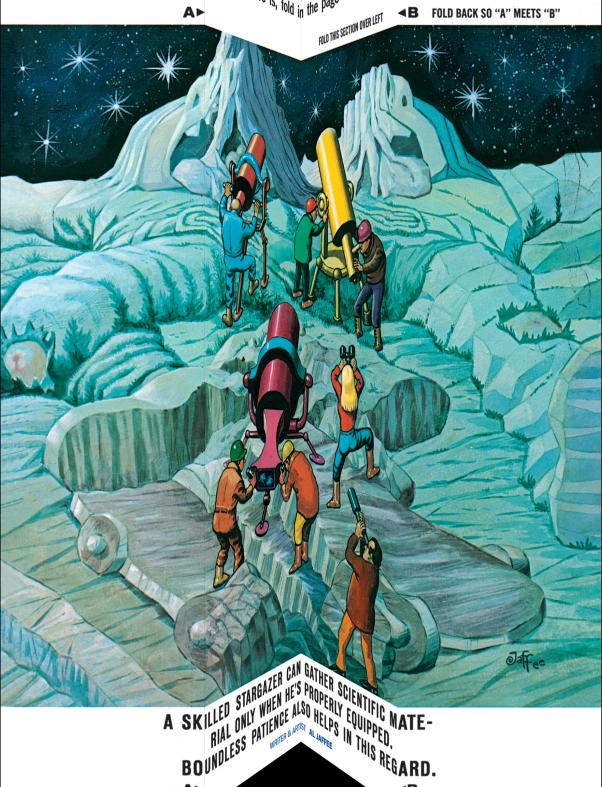
AF **∢В**



Interest in Astronomy has grown immensely in recent years. But one new device has helped a lot of people see stars that they never knew existed. To find out what that new device is, fold in the page as shown:



FOLD PAGE OVER LIKE THIS!



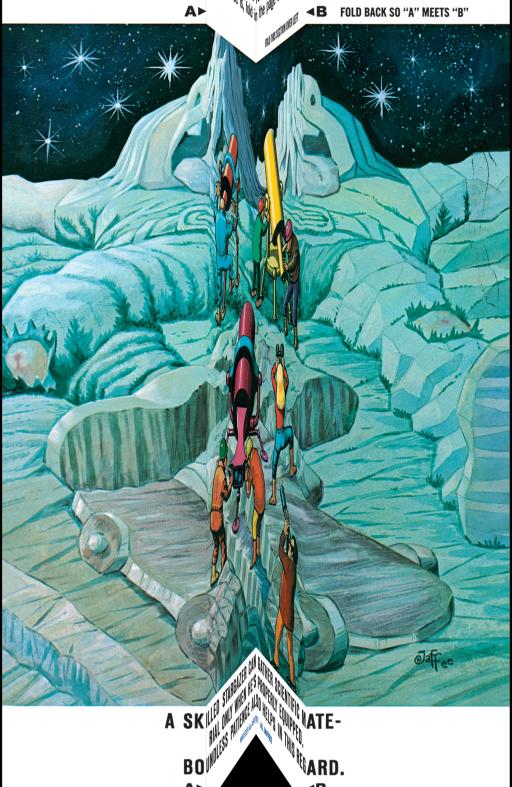
A۲





FOLD PAGE OVER LIKE THIS!

FOLD BACK SO "A" MEETS "B"



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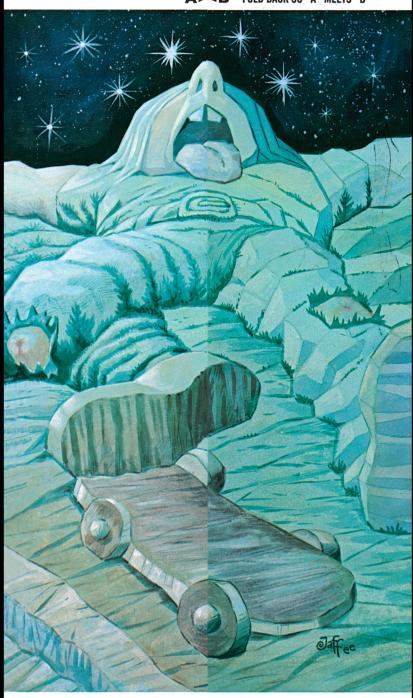
∢В

WHAT'S THE BEST THING TO USE TO SEE STARS?



FOLD PAGE OVER LIKE THIS!

A►■B FOLD BACK SO "A" MEETS "B"



A SKATE-

BOARD. A⊳∢B

